

Memo



To: Town Council

From: Shirley A. Freeman, Assistant Town Manager *SAT*

Date: May 19, 2010

Subject: Accommodations Tax Committee Recommendations

Town of Bluffton
20 Bridge Street
PO Box 386
Bluffton, SC 29910
843.706.4500
843.757.6720 (fax)

Recommendation: Town Council reviews for consideration the Accommodations Tax Committee recommendations for funding from their May 18, 2010 meeting.

Summary: State and Local Accommodations Tax funds available for this quarter's applications are \$36,710. Additionally, the Old Town Bluffton Merchants Society had \$7,800*Local Atax funds ear marked from prior years for Banners and a Business Directory that were not going to be used so the committee recommended using the money for their request. The FY 2011 Marketing Budget for the Visitor & Convention Bureau was approved by the committee.

Accommodations Tax Committee Recommendations:

Requests for Quarter Ending March 30, 2010	Amount Requested	Amount Recommended
Bluffton Historical Preservation Society, Inc.	\$ 25,000	\$ 18,710
Bluffton Village Festival	\$ 5,000	\$ -
Farmers Market of Bluffton	\$ 5,000	\$ 5,000
Hilton Head Island Concours d'Elegance	\$ 5,000	\$ 4,000
The May River Theatre Company	\$ 4,500	\$ 4,000
Old Town Bluffton Merchants Society*	\$ 10,000	\$ 7,800
The HanMeDown Gullah Museum**	\$ 5,707	\$ 5,000
Total	\$ 60,207	\$ 44,510

* Old funds redistributed.

**Approved pending Not-for-profit documentation.

A report of previously funded grants is attached for your convenience. Additionally, the Committee Meeting minutes are attached for your review as well. Also, a copy of the revised Guidelines and Application is attached. The changes start on page 5 and are all printed in red. A new Final report is included in the application.

ATAX Report
05-18-10

Applications Received June 30, 2009		Amount Requested	Advisory Committee Recommendation	Town Council Approved	Source of Funding	Paid FY2010	Remaining
Heyward House Historic Center (Bluffton Historical Preservation Society)		\$ 99,000	\$ 10,000	\$ 10,000	Local ATAX	\$ 10,000	\$ -
Old Town Bluffton Merchant Society		\$ 14,472	\$ 7,000	\$ 7,000	Local ATAX	\$ 7,000	\$ -
The May River Theatre Company		\$ 12,385	\$ 3,000	\$ 3,000	Local ATAX	\$ 3,000	\$ -
Historic Bluffton Arts & Seafood Festival		\$ 15,000	\$ 5,000	\$ 5,000	Local ATAX	\$ 5,000	\$ -
Total Grants for 1st Quarter Payments		\$ 140,857	\$ 25,000	\$ 25,000		\$ 25,000	\$ -
Applications Received September 30, 2009							
Heyward House Historic Center (Bluffton Historical Preservation Society)		\$ 25,000	\$ 15,000	\$ 20,500	Local ATAX	\$ 14,834	\$ 5,666
Hilton Head Choral Society - 2009 Christmas Tour and Youth Choir		\$ 3,235	\$ 2,500	\$ -			\$ -
Hilton Head Island Concours d'Elegance - Motoring Festival		\$ 10,000	\$ -	\$ -			\$ -
Historic Bluffton Arts & Seafood Festival		\$ 5,000	\$ 5,000	\$ 5,000	Local ATAX	\$ 5,000	\$ -
The May River Theatre Company		\$ 5,200	\$ 5,000	\$ 5,000	Local ATAX	\$ 5,000	\$ -
Old Town Bluffton Merchant Society		\$ 7,470	\$ 6,700	\$ 6,700	Local ATAX	\$ 6,700	\$ -
Lowcountry Tourism Commission & Visitors Center & Museum		\$ 9,000	\$ 3,000	\$ -	Local ATAX		\$ -
Total Grant for 2nd Quarter Payments		\$ 64,905	\$ 37,200	\$ 37,200		\$ 31,534	\$ 5,666
Applications Received December 31, 2009							
Heyward House Historic Center (Bluffton Historical Preservation Society)		\$ 25,000	\$ 25,000	\$ 25,000	\$14,611 State \$10,389 Local		\$ 25,000
Farmers Market of Bluffton		\$ 12,320	\$ 9,000	\$ 9,000		\$ 2,250	\$ 6,750
HHI Concours d'Elegance Inc.		\$ 10,000	\$ -	\$ -			\$ -
Hilton Head Symphony Orchestra		\$ 6,000	\$ -	\$ -			\$ -
Historic Bluffton Arts & Seafood Festival		\$ 5,000	\$ 5,000	\$ 5,000			\$ 5,000
The May River Theatre Company		\$ 5,000	\$ 5,000	\$ 5,000		\$ 5,000	\$ -
Old Town Bluffton Merchant Society		\$ 7,000	\$ 7,000	\$ 7,000		\$ 6,728	\$ 272
Total Grants for 3rd Quarter Payments		\$ 70,320	\$ 51,000	\$ 51,000	\$ -	\$ 13,978	\$ 37,022
Applications Received March 31, 2010							
Heyward House Historic Center (Bluffton Historical Preservation Society)		\$ 25,000					
Bluffton Village Festival		\$ 5,000					
Farmers Market of Bluffton		\$ 5,000					
HHI Concours d'Elegance Inc.		\$ 5,000					
The May River Theatre Company		\$ 4,500					
Old Town Bluffton Merchant Society		\$ 10,000					
The HanMeDown Gullah Museum		\$ 5,707					
		\$ 60,207					
Grand Total		\$ 336,289	\$ 113,200	\$ 113,200		\$ 70,512	\$ 42,688